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Resume

# Ideas... 4-H and YOUTH DEVELOPMENT

U. S. DEPT. OF AGRICULTURE  
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Dear Co-Workers:

## CHANGES IN THE 4-H CLUB PLEDGE

Periodically we have people interested in making some revision in the National 4-H Club Pledge. We had such a case last fall when a person suggested that certain revisions be made to include the word "God" in the pledge, as well as the words "family" and "home", possibly eliminating the word "club." The matter was referred to the Extension Subcommittee on 4-H Club Work, along with the following statements by several people who participated in the developing of the pledge back in 1927. The Subcommittee recommended that the pledge not be changed at this time and that we distribute the information which reflects the sentiments of those who had a part in creating the pledge:

"The original pledge was developed by a committee with Dr. True as chairman. Dr. True was considered a student of words and served as a member of the committee on Webster's Dictionary.

"The allegiance to the club seemed important, inasmuch as this was probably the first organization to which many of the young people would belong, and was used to express loyalty to the group.

"There have been earlier discussions as to the inclusion of the word 'God.' It was thought it was not appropriate for a government agency.

"The letter concerning the possibility of changing the 4-H Club Pledge brings back to my memory some of the discussions at the time the present 4-H Pledge was adopted. That was a long time ago. Periodically, someone comes up with the suggestion that the wording of the 4-H Pledge be changed. I am not one who would advocate making the 4-H Pledge all inclusive; neither would I argue with those who would like to inject 'God' and 'Home' into the wording of the Pledge. However, I would suggest that the Pledge as it is now written represents, when honestly given by the 4-H member, his pledge - head - hand - heart - and health for better living. In total, this includes his belief in a Supreme Being, his allegiance to his country, his loyalty to his club, to his community, and to his home.

"For me, the 4-H Pledge in its present form embodies the commitment of the total person to the fulfillment of the 4-H program in all of its attributes.

"Frankly, I think it is the greatest pledge that has ever been put together and if lived by, one of the greatest assets that an individual or Nation could hope for in attaining maximum greatness in service to others. In my opinion, any change would weaken both its meaning and its purpose."

### FUND RAISING

There has been considerable concern regarding the various methods employed by local 4-H Clubs to raise supplemental funds in support of the 4-H Club program. There was a national conference on this subject several years ago. Following that conference, a publication was developed under the title "Private Support for 4-H Clubs." It was not practical for a copy of the publication to go to every 4-H Club.

The Subcommittee recommended that we might extract appropriate information that could be duplicated as a guide to individual clubs throughout the Nation. Enclosed is a copy of materials that you may want to consider duplicating for extensive distribution in your State.

### THEME, BEGINNING 1964 - "4-H: LEARNING FOR LIVING"

Have you noted the decision, reported in the August Subcommittee meeting, to use this new theme beginning 1964? In these fast-changing times, the theme suggests many interesting program implications.

### NEW PROGRAM DIRECTIONS FOR GIRL SCOUTS

*For info. Good  
Kelly* May we recommend for your reading the April issue of "Girl Scout Leader," which gives a clear presentation of program direction (four age levels) and the thinking back of the change in programming. You'll be interested in the chart giving framework of progression--the center spread in the magazine.

### SOUTHERN REGIONAL 4-H LEADERS CONFERENCE

The State 4-H staff members of the Southern Region held their Regional Conference in New Orleans, La., May 6-10. The week's conference theme was "Design for Progress." For the past three years, 1960-63, the Regional Cooperative Projection Plans have centered around five major program areas



outlined under "Design for Decisions." In the New Orleans Conference, the State staff members worked on the future program growth. The program core of the Regional Conference centered around leadership units which each of the 13 Southern States and Puerto Rico demonstrated. Ten of the units were on the leadership concepts for the training of Extension agents. Four of the units were on junior leadership. These State leadership units have been planned and developed over the past three years under the guidance and direction of the Regional 4-H Committee which works in close association with the Southern Directors.

From our staff, Mylo Downey, Joe McAuliffe and Lloyd Rutledge participated in the program. Norm Mindrum and Miss Emmie Nelson of the National 4-H Service Committee and Grant Shrum of the National 4-H Club Foundation participated also.

#### STATE 4-H LEADERS' WORKSHOP

We are pleased that ECOP has approved the dates of February 10-13, 1964, and University of Wisconsin as the location for the workshop. The question of who should attend the workshop was expanded as a result of the ECOP discussion. Each State is now authorized to send as many as two people to the workshop, and where feasible these will be one man and one woman.

#### EIGHTH ANNUAL 4-H REGIONAL RESOURCE DEVELOPMENT CONFERENCE

The Eighth Annual 4-H Regional Resource Development Conference was held at Fontana Village, N. C., June 3-7. This is always a very unique and most worth-while meeting. A selected group of older 4-H Club members from TVA area were in attendance. Workshops are held and demonstrations conducted on such important subjects as soils, minerals, wildlife, forestry, water, atmosphere, and human resources. TVA and State Extension specialists take charge of the educational program.

#### KEEP AMERICA BEAUTIFUL--NATIONAL CONFERENCE IN WASHINGTON, D.C.

Robert Pinches will be a member of a panel at the 1963 National Conference of KAB on June 25 and will be reporting to the "Beautification" workshop. He will be representing the Federal Extension Service (replacing Dr. L. C. Gibbs as announced in the preliminary program) and will discuss our total national efforts in utilizing the program information and supporting KAB as a part of the citizenship, community betterment, and community service opportunity of the Cooperative Extension Service.

Each State 4-H Club Leader recently received a packet of KAB materials from Laura E. Freed, KAB program manager, highlighting these materials as available for use by States in promoting and supporting the many well-organized and on-going programs of 4-H, home economics and other adult work. We know you will find these items useful and will keep us informed about the accomplishments of 4-H and allied groups. Note especially the "Litter-Prevention Guide for 4-H Club Leaders" originally distributed in 1960.

#### TEN STATES REPRESENTED IN SPECIAL 4-H CITIZENSHIP LABORATORY

Ten States have accepted the invitation for 4-H Club members to participate in a special 4-H Laboratory in Citizenship Education at the National 4-H Center, July 22 to August 3. A grant of the Reader's Digest Foundation of Pleasantville, N. Y., makes the laboratory possible.

Participating States are Iowa, Maryland, Michigan, Missouri, Montana, Nevada, Pennsylvania, Tennessee, Vermont and Virginia. Each will be represented by a citizenship team of four 4-H members and one adult, all from the same county. Such teams are chosen so they can work together in developing citizenship education programs in their home counties and States.

#### JOURNAL OF COOPERATIVE EXTENSION

*D.L. Carter  
Nat'l 4-H Center, N.Y. office*  
We are hearing enthusiastic comments about the quality of articles in the first issue of the Journal and about the prospect of its continued use as a tool for professional improvement. We hope you will refer to appropriate articles as you work with county staff members assigned to Extension youth development programs.

#### NATIONAL FARM SAFETY WEEK - July 21-27

This year's theme is "Inspection + Correction = Protection". We assume you have seen supporting material from FES as well as from the National Safety Council.

#### HEALTH AND FITNESS PROGRAMS IN 4-H

Agnes Hansen chaired a special purpose 4-H health meeting, held recently, where 11 Extension workers and some outstanding resource consultants looked at possibilities for health and fitness emphasis through 4-H. Anticipate several useful program tools as a result of these discussions.

## NATIONAL 4-H AUTOMOTIVE COMMITTEE MEETING

The National 4-H Automotive Committee met in Madison, Wisc., May 20-22. The primary emphasis of the committee's discussion was on how Extension can make the Automotive Program more effective in meeting the needs and interest of teen-age youth.

Originally, the program was planned and designed to add more program enrichment for girls and boys 14 years of age and older. The growth of the program over the past few years has not met the original anticipation and program expectations. The program objectives were originally projected toward teen-agers. It serves one of the real needs and interests of teen-age boys and girls. More automotive safety among teen-agers is regarded as a real social need. The program appeals to all girls and boys--urban and rural. There is broad adult leadership and resource support for the program.

The program has been tested and proved in pilot States over the past few years, yet the program has not had the growth and acceleration we hoped for and expected. The Automotive Committee faced these facts and in its report, the challenge for action is being given to the Extension 4-H Subcommittee and to Extension Service.

## RADIO AS A 4-H PROJECT

Russ Smith of Ohio is asking if any States have developed radio as a 4-H project and also what training aids might have been developed. We at FES would be interested in a copy of any letters that you might write Russ on this topic.

## NEW SLIDE SERIES, "WHAT CONSTITUTES A GOOD 4-H PROJECT"

This 13-slide series may be useful to you in discussion with specialist staff and in training programs with agents. This series resulted from work that Fern has done in helping States on project programming. The set is available for \$7.15 (cardboard mounts). Order from: Division of Photography, Office of Information, U.S.D.A., Washington 25, D. C. Make checks payable to: Office of Information, U.S.D.A. X

## NEW FILMS

Oklahoma has produced a good 10-to 12 minute film on Highway Safety. The film records a demonstration by a 4-H Club member on safe driving. The State Highway Patrol and others as well as Extension are using the film.



+ "Swim and Stay Fit" is a new 4 1/2 minute 16mm film released by the American Red Cross. The film shows persons of all ages from 4 years old to 80 swimming for recreation and improved health, and also demonstrates various strokes. You might contact the local Red Cross chapter if interested in previewing the film. We understand a color print can be purchased for \$9 or black and white for \$4.50.

"More Power for the Job" is a new 16mm, 22 minute color film produced by the Montana Extension Service. Bob Pinches says it would be useful in connection with career exploration activities.

X "The Wonder Filled World of Electricity" produced by the National Electric Management Association, is another helpful film for young members enrolling in the electric project.

#### 4-H ARTICLE IN INGENUE MAGAZINE

*see 4-H file*  
INGENUE magazine for June has an illustrated article about 4-H which we feel gives a rather fine presentation of the current goals. It resulted from interviews with the Report-to-the-Nation delegates this year in New York, and was written by a former 4-H girl now on the magazine staff.

#### CONSERVATION INFORMATION -- "GUIDE TO THE BIRDS OF AMERICA"

X The July issue WOMAN'S DAY will have a 12-page, full-color feature, "Guide to the Birds of America". The introduction and facts are by Edwin Way Teale and the illustrations are by a young artist, Marie Nonnast. This publication is available for sale in supermarkets across the country and will start on sale June 18. We are alerting you to this, thinking you would find it helpful in your 4-H program on wildlife conservation.

#### WHEN 4-H ENROLLMENT INCREASES TO 5,000 IN A COUNTY

X We have been interested in the program and procedural adjustments indicated in a study done by an agent in Ohio, George Joseph Garman. An abstract of this master's study has been made by Robert W. McCormick, Assistant Director, Training and Research in Ohio. The study presumes adjustments that need to be made, assuming the county staff remains at 3 persons and 4-H enrollment exceeds 5,000 members.

Al Gehres tells us that the study is sparking some healthy discussion as the State 4-H staff works with agents. Probably Al could share a copy with State Leaders who request it.



*7-4 spec*  
"A 4-H HANDBOOK AND LESSON GUIDE"

+ H. A. Willman, Second Edition, Constock Publishing Associates, Cornell University Press, Ithaca, New York, 1963. (\$5.95)

The first edition published in 1952 has proved to be a useful aid to local 4-H leaders and county Extension agents. This new edition has up-dated much of the same content with additions for goats, rabbits, riding horses, dogs, and demonstration outlines.

The three basic sections have to do with (1) Overall 4-H purpose, procedure and program planning; (2) Subject matter lessons for "good eating" to "good show-manship"; (3) Recreation in 4-H.

An extremely useful appendix is included with additional miscellaneous information, resources and a plan for developing a dog obedience training course. Someone looking for down-to-earth but reliable ideas in working with 4-H leaders should have a copy of this book in their working library.

LEADS FOR LEADERS NO. 26

Leads for Leaders No. 26 is focused as Project Leader Training in Wyoming. The material has been prepared and used over a period of years so some of the subject-matter content is not now usable. The general idea and some content will be useful.

SHARING SOME GOOD IDEAS /  
IN USE IN THE STATES /

Alabama - Private Funds

A three million dollar drive for the State 4-H Foundation is underway. In the organized campaign of the last few months a million dollars has been raised. One of the principal programs to be financed is an outstanding camping program planned and projected.

Connecticut - Dress Revue Court of Honor

Ten "best dressed" girls were chosen to sit in a court of honor during the annual State 4-H Clothing Revue. This honor came to the ten because of learning experiences gained in their work.

### Georgia - Land Judging Schools

Approximately 500 4-H boys have been reached through a series of eight land judging schools. Training is done by Extension specialists in cooperation with staff members of the Soil Conservation Service. The subject matter includes the capability of soils, their productive possibilities, and recommended conservation practices to maintain and improve fertility. The 10 schools have been scheduled over a three-months period that began in March.

### Kentucky - New Name for State Meeting

"State 4-H Leadership Conference" is the new name to more adequately fit the emphasis on leadership and citizenship development, with 4-H members taking an active role in the program. A new system of county quotas is also initiated this year, which includes a basic quota plus increase for size of county enrollment of boys and girls.

### Minnesota - Judging Workshops

Ten 4-H judging workshops, throughout the State, have been completed for persons interested in county fair judging. The program began with discussion of the philosophy and important factors to consider in judging so that it provides a learning experience for 4-H members. Each person then had opportunity to attend three different interest sessions, led by Extension specialists.

### Missouri - Guide for Interstate Exchanges

Guidance is available, through a mimeographed publication, for counties beginning to plan for an interstate exchange--an idea which seems to be growing even though no particular encouragement is given. The State staff points out that an effective exchange requires a great deal of time and planning.

### New Mexico - 4-H Brand for Livestock

An agreement between the State University and the Cattle Sanitary Board now recognize a distinctive brand mark "4H" on the left jaw of steers or horses in a club members' projects. The brand is to be small, about 2 inches. This does not mean that 4-H members are not advised to obtain individual brands where feasible.

### Ohio - Club Statistics

Under the title of "Ohio Results" the State staff has assembled a usable collection of facts about members, clubs' leadership, and project enrollment, the latter given for a three year period. On the first page, State percentages are listed with a place to fill in "our county." (We noted with interest that Ohio has an average volunteer leader tenure of 4.69 years!) The statistical summary becomes a useful supervisory tool.

### Pennsylvania - Introduction of New Health Materials

An appreciation dinner marked the completion of the nine excellent new health units (and leaders guide). Consultants from the State Board of Health, medical associations, University staff, and Extension staff were recognized for their cooperation.

### South Dakota - Home Economics Tour

High scorers in home economics judging activities at the State Fair qualify for an educational experience in Minneapolis, scheduled for June. The group of girls and the four home agents had opportunity to have new cultural experiences, see home economists in action, tour commercial establishments, and see new types of family living units.

### Tennessee - USDA Club

The Knoxville USDA Club featured a discussion on how the 4-H club program fits into the overall program of the University of Tennessee in cooperation with U.S.D.A. Activities of the Tennessee program were reviewed.

### Wisconsin - Featuring Camping

The May issue of the staff letter appropriately features camping, stressing that the learning and adventure opportunities should be planned for easy walking distance from the camp. They report that counties dropping handicrafts as a major emphasis on program and shifting to outdoor-slanted activities are happy with the change. Some of the interesting examples of such activities are: Orienteering, astronomy, photography, rock hounding, terrariums, etc.

### Michigan, Ohio, Illinois, Massachusetts, Minnesota

These five States have Charles T. Vetter, Jr., scheduled for State 4-H events during the summer.



NEWS OF OUR /  
CO-WORKERS /

Dr. E. W. Aiton, Assistant Administrator for Programs, FES, will be moving his office July 1 to Maryland to become State Director of Extension. In his present position and formerly as Director of 4-H Club Programs, Ed has given outstanding guidance to the national 4-H effort. This has been true since he joined the FES team in 1944 as Field Worker in the Northeast Region, later taking a leave period to become the first Director of the National 4-H Club Foundation. He has helped many significant "dreams come true" such as the IFYE Program, the National 4-H Center, and 4-H programming based on the needs and interests of youth. On the personal side--many of you may know that Ed lives on the edge of the University of Maryland campus and will now forego that daily commuting time to and from U.S.D.A.

X Dr. Margaret C. Browne joined the Federal Extension staff this month as Director of the Division of Home Economics Programs. Dr. Browne has been Assistant State Director, Home Economics Extension in Wisconsin. She will be filling the position formerly held by Eunice Heywood, Director since 1959 and an FES staff member for 19 years. Miss Heywood, now retired, plans to make her home in her native State of Washington.

Director W. A. "Bill" Sutton, Director of the Extension Service in Georgia, a member of ECOP, and Chairman of the Board of Trustees of the National 4-H Club Foundation, will retire August 31. For 15 years, Director Sutton was State or Assistant State 4-H Club Leader in Georgia and served as chairman of the 4-H Subcommittee. Mr. Sutton is being named Vice President of the Citizens and Southern National Bank, September 1, to direct their newly-created Agricultural department.

New appointments to State 4-H positions are:

Arkansas - William H. McLeod, Jr. - formerly an associate county agent.

Georgia - J. Roger Carr - who was an assistant county agent in Georgia.

Mississippi - Joseph W. James - formerly associate county agent for Jasper County.

New York - George E. Broadwell - formerly agent in New York and Vermont.

West Virginia - Glenn Snyder, Jr. - formerly county extension agent in West Virginia.

Wisconsin - Russell D. Robinson - as youth development specialist; just completed study program.



Richard R. Angus of Farmington, Minn., is named to lead the 4-H Peace Corps project in Venezuela. Dick will be county leader for some 30 volunteers who have been in the field almost a year. He leaves a position as 4-H Club agent in Olmstead County, Minn.

The following State co-workers have plans to attend the Human Development-Human Relations Workshop at the Center this June-July: Mary Jane Stangl, Montana; Bertha Jones, Alabama; Harry Miller, California; Ruth Milton, Florida; Morris Little, Georgia; Harlan Geiger, Iowa; Joe Waterson, Michigan; Craig Montgomery, North Dakota; P. Glenn Harr, Pennsylvania; and Maurice L. Hill, U.S.D.A.

The Extension youth staff in Michigan received one of the unit citations at the annual U.S.D.A. Honor Awards Program on May 17. The citation read: "For providing distinctive educational leadership in organization program content, and administration for the 4-H Club program and other extension youth work throughout Michigan." You may recall that the staff in Virginia had such distinction a year ago. The following staff members shared in this distinct honor: Russell G. Mawby, C. Dean Allen, Delwyn A. Dyer, Emil L. Fimbinger, Arden M. Peterson, William E. Tedrick, Amalie A. Vasold, Joseph T. Waterson, Marie A. Wolfe, and Mary J. E. Woodward.

We will soon join in welcoming the six 4-H fellows selected for a year's study in Washington. They are: Richard E. Bitterman, New York; John A. Kiesow, Oregon; Miss RubINETTE R. Miller, Virginia; George D. Rendell, California; Miss Margaret A. Stahley, Nebraska; and Miss Henrietta Van Maanen, Iowa.

In addition to the fine work being done by Marie Wolfe, who has been with us for a four-months period, we have had two other State Extension workers on special assignment. Miss Gertrude Hoffman, Home Furnishings Specialist of Wisconsin, X has been preparing a guide for planning 4-H Home Furnishings Programs. Miss Frances Jordan, Family Relations Specialist of North Carolina, is preparing X a publication on programs for Senior 4-H Members. Both of these publications were requested and outlined by special committees.

Two members of our FES 4-H team have study plans for the next fiscal year and we will be welcoming back John Banning after his year at the University of California and University of Maryland. Lloyd Rutledge is named as one of the Fellows for the Extension Center at the University of Wisconsin. V. Joseph McAuliffe is one of the 42 outstanding career civil servants selected to receive graduate training under a Ford Foundation grant administered by the National Institute of Public Affairs. Joe plans to go to either Stanford University or the University of Chicago.

IN CLOSING

+ We are indebted to Dean (now Vice President) Ernest J. Nesius of West Virginia for calling our attention to a John Gardner quote in the January issue of Saturday Review. He used this quote to challenge staff members with the need for including new ideas in our work as we move into the second half of a 100 year program:

"The young organization is willing to experiment with a variety of ways to solve its problems. It is not bowed by the weight of tradition. It rushes in where angels fear to tread. As it matures it develops settled policies and habitual modes of solving problems. In doing so it becomes more efficient, but also less flexible, less willing to look freshly at each day's experience. Its increasingly fixed routines and practices are congealed in an elaborate body of written rules. In the final stage of organizational senility there is a rule or precedent for everything. Someone has said that the last act of a dying organization is to get out a new and enlarged edition of the rule book."

Sincerely yours,



Program Leaders:

Maurice L. Hill  
V. Joseph McAuliffe  
Robert R. Pinches  
Edgar A. Reeves, Jr.  
Lloyd L. Rutledge  
Marie Wolfe (Temporally)

Mylo S. Downey, Director  
4-H and Youth Development

John W. Banning, Assistant Director  
(on study leave)  
Fern S. Kelley, Assistant Director  
(Editor of IDEAS)

Enclosures